We Claim:

1. A ferrule for a golf club, comprising:

a body having an upper portion and a lower portion that cooperatively define an axial bore extending the entire longitudinal length of the body for receiving a golf club shaft therethrough;

wherein the lower portion is further configured to receive an end of a hosel of a golf club head into the axial bore, the lower portion having an interior surface about the axial bore configured to cooperate with the end of the hosel to inhibit axial rotation of the ferrule about the hosel.

2. A ferrule as defined in claim 1, wherein the lower portion includes an annular ridge positioned in the axial bore and configured to cooperate with an annular recess defined on an outer surface of the hosel to inhibit longitudinal movement of the ferrule.

3. A ferrule as defined in claim 1, wherein the upper portion includes a plurality of protrusions positioned on an interior surface in the axial bore in the upper portion thereof.

4. A ferrule as defined in claim 1, further comprising at least one rib formed on the interior surface of the lower portion of the body and configured to be received within a corresponding groove defined on the outer surface of the hosel to inhibit axial rotation of the ferrule.

5. A ferrule as defined in claim 1, further comprising at least one groove formed on an interior surface of the lower portion of the body and configured to receive a corresponding rib on the outer surface of the hosel to inhibit axial rotation of the ferrule.

6. A ferrule as defined in claim 1, further comprising a chamfer formed on an exterior surface at a bottom end of the body.

7. A ferrule as defined in claim 1, wherein the axial bore has a variable diameter profile including a first inner diameter at the upper portion that is smaller than a second

inner diameter at the lower portion, the second inner diameter sized to receive the tip of the golf club shaft and the end of the hosel of the golf club head.

8. A ferrule as defined in claim 1, wherein the body is formed of a material having a density less than about 2 g/cc and a modulus of elasticity no greater than about 3 GPa.

9. A golf club, comprising:

a golf club head having a hosel defining cavity having an opening at an upper end of the hosel;

a shaft having an upper end adapted to be gripped by a golfer and a lower end extending into the cavity defined by the hosel; and

a ferrule defining an axial bore and having the shaft extending therethrough, the ferrule having a bottom portion surrounding the upper end of the hosel, wherein the hosel and the ferrule have corresponding surfaces configured to engage each other to inhibit axial rotation and longitudinal movement of the ferrule.

10. A golf club as defined in claim 9, the ferrule including an annular ridge positioned within the axial bore to cooperate with an annular recess defined on an outer surface of the hosel to inhibit longitudinal movement of the ferrule.

11. A golf club as defined in claim 9, the ferrule including a plurality of protrusions positioned on an interior surface in the axial bore in contact with the shaft, wherein the ferrule and the shaft define a cavity therebetween.

12. A golf club as defined in claim 9, wherein the corresponding surfaces of the hosel and the ferrule include an outer surface of the hosel having at least one strut.

13. A golf club as defined in claim 12, wherein the strut has a knife-like edge configured to cut into the interior surface of the ferrule to inhibit axial rotation thereof.

14. A golf club as defined in claim 9, the corresponding surfaces of the ferrule and the hosel including a longitudinal rib on an interior surface of the ferrule and a corresponding groove on the outer surface of the hosel.

15. A golf club as defined in claim 14, the corresponding surfaces of the ferrule and the hosel further including an annular ridge positioned within the axial bore of the ferrule and an annular recess defined on an outer surface of the hosel.

16. A golf club as defined in claim 15, wherein the axial bore has a variable diameter profile including a first inner diameter at an upper portion that is smaller than a second inner diameter at the bottom portion, the second inner diameter sized to receive the shaft and the end of the hosel of the golf club head.

17. A golf club as defined in claim 15, the ferrule having a chamfered or rounded, annular edge formed on a bottom end thereof.

18. A method of assembling a golf club head, comprising:

(a) providing a shaft having an upper end and a lower end, the upper end to be gripped by a golfer;

(b) providing a golf club head comprising a hosel having an upper end, the upper end having an opening to receive the lower end of the shaft and an outer surface;

(c) providing a ferrule having a body with a top portion and a bottom portion, the body having an axial bore extending longitudinally therethrough defined by an interior surface;

(d) inserting the lower end of the shaft through the axial bore of the body of the ferrule;

(e) applying adhesive to the upper end of the hosel of the golf club head;

(f) inserting the lower end of the shaft into the opening at the upper end of the hosel of the golf club head;

(g) securing the bottom portion of the ferrule over an uppermost end of the hosel of the golf club head; and

(h) wiping excess adhesive off the areas of the shaft, ferrule and hosel;

wherein steps (d) — (g) may be performed in any order and after step (h) an exterior surface of the uppermost end of the hosel and the interior surface of the ferrule cooperatively inhibit axial rotation and longitudinal movement of the ferrule.

19. A method as defined in claim 18 wherein the step (c) of providing a ferrule comprises adding colorant to a material of the body.

20. A method as defined in claim 18 wherein the step (c) of providing a ferrule comprises forming the body to have at least one protrusion on an interior surface of the top portion and at least one rib or groove on an interior surface of the bottom portion.

21. A method as defined in claim 18 wherein the step (c) of providing a ferrule comprises forming an annular slot in the bottom portion of the ferrule for receiving the uppermost end of the hosel therein.

22. A method as defined in claim 18 wherein the step (c) of providing a ferrule comprises forming a chamfer at an exterior surface of a bottom end of the body.

23. A method as defined in claim 18 wherein the step (b) of providing a golf club head comprises providing the uppermost end of the hosel with an outer diameter less than an outer diameter of the remainder of the hosel.

24. A method as defined in claim 18 wherein the step (b) of providing a golf club head comprises casting an uppermost end of the hosel to have an outer diameter less than an outer diameter of the remainder of the hosel.